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### Introduction

The Newfoundland Labrador Liquor Corporation (NLC) has developed this document to help guide you through the various promotional programs that are available to beverage alcohol agents and suppliers in Newfoundland and Labrador. Once a year agents are invited to submit their promotional budgets and once completed, apply for promotional programming through ePAC, NLC's Electronic Promotional Application Calendar. This document will help you understand all of the promotional programs that will be available through NLC during the 2024 fiscal year (April 2, 2023 – April 6, 2024).

#### Contacts:

#### **Category Managers**

Scott Collins – Category Manager Spirits & Beer scott.collins@nlliquor.com
709.724.3516

Janine Penney – Category Manager Wines & RTD janine.penney@nlliquor.com 709.724.1127

### **Category Coordinators**

Cody Snow - Category Coordinator Wine cody.snow@nlliquor.com

709.724.1184

Mandy Gulliver – Category Coordinator RTD Amanda.Gulliver@nlliquor.com 709.724.1251

Keyona Walsh – Category Coordinator Beer keyona.walsh@nlliquor.com

709.724.1226

Nicole Gibbons - Category Coordinator Spirits

nicole.gibbons@nlliquor.com

709.724.1251

#### **Category Contacts**

Debbie Parrott - SKU Maintenance Administrator Debbie.Parrott@nlliquor.com

709.724.8626

Courtney Perry – Administrative Assistant

Courtney.Perry@nlliquor.com

709.724.1140

### **ePAC**

ePAC stands for Electronic Promotional Application Calendar. ePAC is an online web application which allows suppliers to submit brand budgets and apply for promotional programs. Benefits include reporting capabilities, ability to request changes throughout the year, up to date budgeting information, etc. Below is a high level summary of how the ePAC process works:

### Step 1

<u>Suppliers/agents input budgets for each of their brands.</u> At this time, you would specify budgets for all promotional activities including Displays, AIR MILES®, Special Savings, etc. You will also have the opportunity to indicate priority months for your brands. For example, if you have a National programming running in August you can note that you would like a display for your brand during that month.

### Step 2

<u>Suppliers/agents input promotional program requests for the upcoming fiscal year.</u> Displays will be chosen based on this programming.

#### Step 3

<u>Category Management assigns Corporate Liquor Store Displays by brand and SKU.</u> Category Management review the brand budgets and programming and then assign Corporate Liquor Store Displays to the brands and SKUs, based on their approved promotional programming.

#### Step 4

<u>Category approves/rejects secondary programming.</u> Suppliers are able to access ePAC throughout the year and make change requests through the application, rather than through email. Suppliers can also report on promotions throughout the year.

## **Feature Brand Program**

NLC's Feature Brand Program is designed to drive growth and showcase our customers' favourite brands with significant signage and marketing support – in-store, online via nlliquor.com, NLC's social media channels, and through an extensive multi-channel, province-wide advertising plan.

| Period | Spirit<br>Feature<br>Brand | Wine<br>Feature<br>Brand | Beer<br>Feature<br>Brand | RTD<br>Feature<br>Brand |
|--------|----------------------------|--------------------------|--------------------------|-------------------------|
| P1     | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| P2     | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| Р3     | \$7,000                    | \$7,000                  | \$12,000                 | \$7,000                 |
| P4     | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| P5     | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| P6     | \$7,000                    | \$7,000                  | \$12,000                 | \$7,000                 |
| P7     | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| P8     | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| Р9     | \$7,000                    | \$7,000                  | \$12,000                 | \$7,000                 |
| P10    | \$5,600                    | \$5,600                  | \$9,600                  | \$5,600                 |
| P11    | \$7,000                    | \$7,000                  | \$12,000                 | \$7,000                 |
| P12    | \$7,000                    | \$7,000                  | \$12,000                 | \$7,000                 |

### **Display Space** (Illustration A – Feature Section)

- Displayed in the Feature Brand section at the front of all stores, with special themed signage
- Beer brands are featured on either side of the beer cooler doors
- Footprint package #1
- Maximum 2 SKUs per Feature Brand
- **Signage** (Illustration B In-store)
- Posters
- Offer Inserts
- Case Stack Posters
- Shelf Cards
- Power Aisle Signs \*Wine, Spirits, RTD
- Beer Room Clings \*Beer only
- Cooler Door Perpendiculars \*RTD or Beer only
- Floor Display Signs

Media (Illustrations C & D – Social Media & Google Advertising Network)

Feature Brand product mentions and images to be showcased in creative via:

- Province-wide radio advertising coverage throughout sales period;
- Province-wide outdoor digital billboards;
- Geo-targeted social media advertising via Facebook, Instagram and Twitter
- Geo-targeted online display advertising via Google Ad Network.
- Front-page exposure at nlliquor.com
- Exposure via NLC email blast, delivered to 23,000 customers

### **Additional Opportunities**

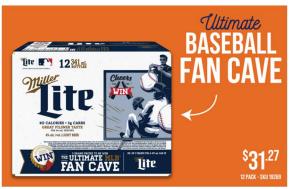
- Suppliers may also avail of additional opportunities, which include:
  - Staff t-shirts
  - Staff buttons
  - Contests

Please contact the applicable Category Manager to discuss Feature Brand investment.

### Illustration A - Feature Section



# Offer Insert Samples





### Illustration B – In-store





#### **Feature Brand Social Media**

NLC's social media channels (Facebook, Twitter and Instagram) are followed by approximately 42,000 users. Using a series of strategic, targeted organic and paid posts and campaigns allows NLC to reach followers, as well as other geographic and demographic targeted consumers in its marketplace, to the benefit of its Feature Brand partners.

### Illustration C









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### **Google Advertising Network**

NLC's use of the Google Advertising network, including mobile in-app advertisements and display ads of numerous formats, allows its Feature Brand partners to be showcased locally to users of various interests. Whether local consumers are perusing the classifieds or checking out the provincial, national or international news, NLC highlights top brands and offers to your customers.

#### **Illustration D**







#### Media Disclaimer

The goal is to provide each Feature Brand with as much premium media exposure and signage as possible for their investment. NLC builds strategic media plans that drive awareness of our Feature Brands for each promotional period via a diversified portfolio of media vehicles. Media choices vary depending on cost, availability and can change depending on time of year, demographic shifts, and emerging opportunities. Signage elements are also subject to change based on seasonal themes and available space.

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### **Corporate Liquor Store Display**

The Corporate Liquor Store Display Program is assigned by Category Management based on brand budgets and promotional plans. There are several display packages which include a maximum of one display per store. There are 24 Corporate Liquor Stores and so the largest display package would include 24 displays. Each display package is made up of Floor Displays, Primary Displays, and Choice Displays.

**Floor Displays** are freestanding displays that are built directly on the floor. Floor displays are the largest display type and typically hold a minimum of 12 cases. These are positioned in high traffic areas throughout the stores.

**Primary Displays** are located in the prime traffic area of each store. Primary displays are located on the end of wine islands, facings the 'power aisle' of the store.

**Choice Displays** are located on the end of wine isles, facings the perimeter of the store. Brands on choice displays are positioned strategically to promote cross – category shopping with the nearby Spirit categories or to highlight a brand within a nearby category.

| FLOO   | R DISPLAY | PRIMA  | RY DISPLAY | CHOIC  | E DISPLAY |
|--------|-----------|--------|------------|--------|-----------|
| Period | Per Store | Period | Per Store  | Period | Per Store |
| P1     | \$237     | P1     | \$150      | P1     | \$114     |
| P2     | \$237     | P2     | \$150      | P2     | \$114     |
| Р3     | \$291     | Р3     | \$184      | Р3     | \$134     |
| P4     | \$291     | P4     | \$184      | P4     | \$134     |
| P5     | \$237     | P5     | \$150      | P5     | \$114     |
| P6     | \$291     | P6     | \$184      | P6     | \$134     |
| P7     | \$237     | P7     | \$150      | Р7     | \$114     |
| P8     | \$237     | P8     | \$150      | P8     | \$114     |
| Р9     | \$378     | P9     | \$238      | Р9     | \$189     |
| P10    | \$237     | P10    | \$150      | P10    | \$114     |
| P11    | \$237     | P11    | \$150      | P11    | \$114     |
| P12    | \$291     | P12    | \$184      | P12    | \$134     |

| Store                       | Floor<br>Display | Primary<br>Display | Choice<br>Display | TOTAL |
|-----------------------------|------------------|--------------------|-------------------|-------|
| Howley Estates              | 9                | 12                 | 6                 | 27    |
| TD Place                    | 0                | 4                  | 0                 | 4     |
| Port Aux Basques            | 2                | 7                  | 7                 | 16    |
| Long Pond                   | 4                | 20                 | 3                 | 27    |
| Stephenville                | 3                | 11                 | 11                | 25    |
| Gander                      | 3                | 17                 | 2                 | 22    |
| Paradise                    | 1                | 9                  | 8                 | 18    |
| Grand Falls Windsor         | 6                | 8                  | 7                 | 21    |
| Labrador City               | 2                | 8                  | 8                 | 18    |
| Carbonear                   | 2                | 9                  | 8                 | 19    |
| Merrymeeting Road           | 2                | 12                 | 12                | 26    |
| Clarenville                 | 4                | 9                  | 9                 | 22    |
| Marystown                   | 3                | 9                  | 9                 | 21    |
| Corner Brook Humber Gardens | 5                | 15                 | 10                | 30    |
| Mount Pearl                 | 4                | 11                 | 11                | 26    |
| Placentia                   | 0                | 3                  | 2                 | 5     |
| Happy Valley Goose Bay      | 4                | 12                 | 6                 | 22    |
| Topsail Road                | 3                | 16                 | 4                 | 23    |
| Bay Roberts                 | 3                | 10                 | 10                | 23    |
| Stavanger Drive             | 3                | 17                 | 3                 | 23    |
| Pearlgate Plaza             | 3                | 13                 | 7                 | 23    |
| Blackmarsh Road             | 4                | 13                 | 7                 | 24    |
| Kelsey Drive                | 7                | 16                 | 4                 | 27    |
| Ropewalk Lane               | 2                | 9                  | 9                 | 20    |

| Corporate          | Liquor Store  | Display Pack | age Config        | uration |
|--------------------|---------------|--------------|-------------------|---------|
| Display<br>Package | Floor         | Primary      | Choice<br>Display | TOTAL   |
| D01                | Display<br>22 | Display<br>2 | Display<br>0      | 24      |
| D01                | 21            | 3            | 0                 | 24      |
| D02                | 16            | 8            | 0                 | 24      |
| D03                | 9             | 14           | 1                 | 24      |
| D04                | 4             | 18           | 1                 | 23      |
| D05                | 3             | 19           | 0                 | 22      |
|                    |               |              |                   |         |
| D07                | 2             | 20           | 0                 | 22      |
| D08                | 1             | 21           | 0                 | 22      |
| D09                | 1             | 21           | 0                 | 22      |
| D10                | 0             | 21           | 1                 | 22      |
| D11                | 0             | 19           | 3                 | 22      |
| D12                | 0             | 17           | 5                 | 22      |
| D13                | 0             | 16           | 6                 | 22      |
| D14                | 0             | 14           | 8                 | 22      |
| D15                | 0             | 11           | 11                | 22      |
| D16                | 0             | 10           | 12                | 22      |
| D17                | 0             | 8            | 13                | 21      |
| D18                | 0             | 7            | 14                | 21      |
| D19                | 0             | 7            | 12                | 19      |
| D20                | 0             | 5            | 13                | 18      |
| D21                | 0             | 2            | 15                | 17      |
| D22                | 0             | 1            | 14                | 15      |
| D23                | 0             | 1            | 11                | 12      |
| D24                | 0             | 1            | 6                 | 7       |
| D25                | 0             | 0            | 6                 | 6       |
| D26                | 0             | 0            | 5                 | 5       |
| D27                | 0             | 0            | 3                 | 3       |
| D28                | 0             | 0            | 1                 | 1       |
| D29                | 0             | 0            | 1                 | 1       |
| D30                | 0             | 0            | 1                 | 1       |

### **Corporate Liquor Store Display – Backercards**

Our Display Backercards are 20" w x 16"h and will be developed in-house utilizing the current marketing thematic to keep a consistent look & feel throughout our stores and digital network. However, if the supplier has a national program they really want to push in our market, then we can work one-on-one with them to help incorporate their programming into our creative. Any final art or images must be sent to Danielle Roche for approval at least four to five weeks before the start of the promotional period.

Please forward all creative as attachments (as opposed to embedded in the email) and if attachments are over 20MB we suggest using Dropbox - Dropbox keeps your files safe, synced, and easy to share, once you sign up for the service you are provided with 2GB of free storage space.

### **Production Requirements**

File Format - 300dpi CMYK Actual size (Jpeg, Tiff, Adobe PDF or PSD preferred)

PDF - NO Bleeds or Crop Marks Required

Fonts - All Fonts should be embedded as paths or supplied in Mac format to avoid substitution



# **Liquor Express Display**

The Liquor Express Display package allows suppliers to highlight a specific program in the top Liquor Express locations. This program is sold as a display package which includes one display in each of the top 47 Liquor Express locations. Each of the 54 locations are force distributed a minimum of 2 cases of the product on display. They are also provided signage to promote the specific offer. Please note that AIR MILES® offers will not be communicated on any Liquor Express Display signage.

| Period | TOTAL   |
|--------|---------|
| P1     | \$2,500 |
| P2     | \$2,500 |
| Р3     | \$3,125 |
| P4     | \$2,500 |
| P5     | \$2,500 |
| P6     | \$3,125 |
| P7     | \$2,500 |
| P8     | \$2,500 |
| Р9     | \$3,250 |
| P10    | \$2,500 |
| P11    | \$3,125 |
| P12    | \$3,125 |

# **Footprints**

Footprints are small displays, typically 4-5 cases high and are ideal for brands with promotional support that do not have a Corporate Liquor Store Display. Footprints are bundled in packages with varying amounts of footprints. Each store in a footprint package will have one footprint. Additional signage can be created and purchased to highlight any offers associated with a footprint package. Suppliers can also supply their own case stackers/display units for this promotion.



|        | Packag<br>(23 Sto |         | Packag<br>(20 Sto |         | Packag<br>(15 Sto |         | Packag<br>(10 Sto |         | Package<br>(6 Stor |       |
|--------|-------------------|---------|-------------------|---------|-------------------|---------|-------------------|---------|--------------------|-------|
| Period | Per Store         | TOTAL   | Per Store          | TOTAL |
| P1     | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| P2     | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| Р3     | \$120             | \$2,760 | \$120             | \$2,400 | \$120             | \$1,800 | \$120             | \$1,200 | \$120              | \$720 |
| P4     | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| P5     | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| P6     | \$120             | \$2,760 | \$120             | \$2,400 | \$120             | \$1,800 | \$120             | \$1,200 | \$120              | \$720 |
| P7     | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| P8     | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| Р9     | \$130             | \$2,990 | \$130             | \$2,600 | \$130             | \$1,950 | \$130             | \$1,300 | \$130              | \$780 |
| P10    | \$100             | \$2,300 | \$100             | \$2,000 | \$100             | \$1,500 | \$100             | \$1,000 | \$100              | \$600 |
| P11    | \$120             | \$2,760 | \$120             | \$2,400 | \$120             | \$1,800 | \$120             | \$1,200 | \$120              | \$720 |
| P12    | \$120             | \$2,760 | \$120             | \$2,400 | \$120             | \$1,800 | \$120             | \$1,200 | \$120              | \$720 |

| Footprint Package #1     | Footprint Package #2     | Footprint Package #3     | Footprint Package #4     | Footprint Package #5     |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 2 - Howley Estates       |
| 41 - Stavanger Drive     |
| 7 - Long Pond            |
| 49 - Kelsey Drive        |
| 42 - Pearlgate Plaza     | 22 - Corner Brook Humber |
| 14 - Merrymeeting Road   | 27 - Paradise            |
| 33 - Topsail Road        |                          |
| 22 - Corner Brook Humber |                          |
| 23 - Mount Pearl         |                          |
| 43 - Blackmarsh Road     | 43 - Blackmarsh Road     | 43 - Blackmarsh Road     | 10 - Gander              |                          |
| 10 - Gander              | 10 - Gander              | 10 - Gander              |                          |                          |
| 25 - Happy Valley        | 25 - Happy Valley        | 25 - Happy Valley        |                          |                          |
| 11 - Grand Falls         | 11 - Grand Falls         | 11 - Grand Falls         |                          |                          |
| 60 - Ropewalk Lane       | 60 - Ropewalk Lane       | 60 - Ropewalk Lane       |                          |                          |
| 40 - Bay Roberts         | 40 - Bay Roberts         | 40 - Bay Roberts         |                          |                          |
| 16 - Clarenville         | 16 - Clarenville         |                          |                          |                          |
| 8 - Stephenville         | 8 - Stephenville         |                          |                          |                          |
| 13 - Carbonear           | 13 - Carbonear           |                          |                          |                          |
| 20 - Marystown           | 20 - Marystown           |                          |                          |                          |
| 12 - Labrador City       | 12 - Labrador City       |                          |                          |                          |
| 6 - Port aux Basques     |                          |                          |                          |                          |
| 24 - Placentia           |                          |                          |                          |                          |
| 3 - TD Place             |                          |                          |                          |                          |

### **Feature Radius**

The Feature Radius is a curved display unit that is positioned on the wall within various categories. There is a feature radius in the Light Rum, Vodka, and Canadian Whisky sections. This program is ideal for promoting a specific brand within the category (example: Canadian Whisky AIR MILES® offer on the Canadian Whisky radius) or for promoting cross-category shopping (example: Wine offer on the Vodka radius). NLC provides sizeable signage for this program which is ideal for communicating exciting offers. This program requires approximately 10-15 cases of product to fill the shelves in each location.



|        | LIGHT RUM<br>(22 Sto |         | VODKA R<br>(22 Sto |         | CANAE<br>WHISKY F<br>(18 Sto | RADIUS  |
|--------|----------------------|---------|--------------------|---------|------------------------------|---------|
| Period | Per Store            | TOTAL   | Per Store          | TOTAL   | Per Store                    | TOTAL   |
| P1     | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P2     | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| Р3     | \$160                | \$3,520 | \$160              | \$3,520 | \$160                        | \$2,880 |
| P4     | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P5     | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P6     | \$160                | \$3,520 | \$160              | \$3,520 | \$160                        | \$2,880 |
| P7     | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P8     | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P9     | \$170                | \$3,740 | \$170              | \$3,740 | \$170                        | \$3,060 |
| P10    | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P11    | \$130                | \$2,860 | \$130              | \$2,860 | \$130                        | \$2,340 |
| P12    | \$160                | \$3,520 | \$160              | \$3,520 | \$160                        | \$2,880 |

# **Liqueur Mixology Radius**

The Liqueur Mixology Radius is a curved display unit that is positioned within the Liqueur shelf set in 15 stores. This program is designed to highlight products through a mixology theme by showcasing cocktail recipes. One-stop shopping for customer mixologists!

The Radius will consist of 4 shelves - housing 2 SKUs per shelf with signage. Suppliers should apply for 2 SKUs per each Liqueur Mixology Radius program. 4 Liqueur Mixology programs will be accepted per period based on Category Management discretion. Additional promotional activity such as SAVE or AIR MILES® offers will also be highlighted on signage if applicable to the selected SKUs (per shelf/package).

| LIQUEUR Mixology RADIUS<br>(15 stores) |           |       |  |  |
|--|-----------|-------|--|--|
| Period                                 | Per Store | TOTAL |  |  |
| P1                                     | \$30      | \$450 |  |  |
| P2                                     | \$30      | \$450 |  |  |
| Р3                                     | \$37      | \$555 |  |  |
| P4                                     | \$30      | \$450 |  |  |
| P5                                     | \$30      | \$450 |  |  |
| P6                                     | \$37      | \$555 |  |  |
| P7                                     | \$30      | \$450 |  |  |
| P8                                     | \$30      | \$450 |  |  |
| P9                                     | \$40      | \$600 |  |  |
| P10                                    | \$30      | \$450 |  |  |
| P11                                    | \$30      | \$450 |  |  |
| P12                                    | \$37      | \$555 |  |  |



| <b>Light Rum Radius</b>  | Vodka Radius             | Canadian Whisky Radius   | Liqueur Radius           |
|--------------------------|--------------------------|--------------------------|--------------------------|
| 2 - Howley Estates       |
| 41 - Stavanger Drive     |
| 7 - Long Pond            |
| 49 - Kelsey Drive        |
| 42 - Pearlgate Plaza     |
| 14 - Merrymeeting Road   |
| 33 - Topsail Road        |
| 22 - Corner Brook Humber |
| 23 - Mount Pearl         |
| 43 - Blackmarsh Road     | 43 - Blackmarsh Road     | 43 - Blackmarsh Road     | 11 - Grand Falls         |
| 10 - Gander              | 10 - Gander              | 25 - Happy Valley        | 40 - Bay Roberts         |
| 25 - Happy Valley        | 25 - Happy Valley        | 11 - Grand Falls         | 16 - Clarenville         |
| 11 - Grand Falls         | 11 - Grand Falls         | 40 - Bay Roberts         | 20 - Marystown           |
| 60 - Ropewalk Lane       | 60 - Ropewalk Lane       | 16 - Clarenville         | 27 - Paradise            |
| 40 - Bay Roberts         | 40 - Bay Roberts         | 20 - Marystown           | 8 - Stephenville         |
| 16 - Clarenville         | 16 - Clarenville         | 27 - Paradise            |                          |
| 8 - Stephenville         | 8 - Stephenville         | 8 - Stephenville         |                          |
| 13 - Carbonear           | 13 - Carbonear           | 13 - Carbonear           |                          |
| 20 - Marystown           | 20 - Marystown           |                          |                          |
| 12 - Labrador City       | 12 - Labrador City       |                          |                          |
| 6 - Port aux Basques     | 6 - Port aux Basques     |                          |                          |
| 27 - Paradise            | 27 - Paradise            |                          |                          |

# **Impulse at Cash**

The Impulse at Cash unit is located at the front of the store, at each cash lane. This program is ideal for promoting impulse purchases. Each sales period, NLC showcases 6 - 8 products in this display.

| Period | TOTAL   |
|--------|---------|
| P1     | \$1,000 |
| P2     | \$1,000 |
| Р3     | \$1,125 |
| P4     | \$1,000 |
| P5     | \$1,000 |
| Р6     | \$1,125 |
| P7     | \$1,000 |
| P8     | \$1,000 |
| Р9     | \$1,250 |
| P10    | \$1,000 |
| P11    | \$1,125 |
| P12    | \$1,125 |



## Shelf Card Sample:



# **Impulse at Cash Footprint**

Impulse at Cash Footprints are located on either side of the Impulse at Cash units. Two products are selected per period and positioned on one side of the Impulse at Cash at every cash lane in every Corporate Liquor Store. Based on the inventory draw this program is ideal for high volume brands.

| Period | TOTAL   |
|--------|---------|
| P1     | \$2,500 |
| P2     | \$2,500 |
| P3     | \$3,000 |
| P4     | \$2,500 |
| P5     | \$2,500 |
| P6     | \$3,000 |
| P7     | \$2,500 |
| P8     | \$2,500 |
| Р9     | \$3,250 |
| P10    | \$2,500 |
| P11    | \$3,000 |
| P12    | \$3,000 |



# **Dump Bin**

The Dump Bin program provides suppliers the opportunity to feature an impulsive product near the cash or in strategic places throughout the store.

| Period | TOTAL   |
|--------|---------|
| P1     | \$750   |
| P2     | \$750   |
| Р3     | \$875   |
| P4     | \$750   |
| P5     | \$750   |
| P6     | \$875   |
| P7     | \$750   |
| P8     | \$750   |
| P9     | \$1,000 |
| P10    | \$750   |
| P11    | \$875   |
| P12    | \$875   |



# **Cooler at Cash**

The Cooler at Cash program allows suppliers to position products at every cash in a chilled display unit. This program is ideal for white wines, single serve beer and Ready-to-Drink beverages.

| Period | TOTAL |
|--------|-------|
| P1     | \$500 |
| P2     | \$500 |
| Р3     | \$625 |
| P4     | \$500 |
| P5     | \$500 |
| P6     | \$625 |
| P7     | \$500 |
| P8     | \$500 |
| P9     | \$750 |
| P10    | \$500 |
| P11    | \$625 |
| P12    | \$625 |



# **Open Face Cooler**

The Open Face Cooler display units provide additional exposure to the products selected, outside of their position in the regular shelf sets. These display units offer customers the convenience of being able to pick from a selection of chilled wines at various price points.



| Period | TOTAL |
|--------|-------|
| P1     | \$350 |
| P2     | \$350 |
| Р3     | \$450 |
| P4     | \$350 |
| P5     | \$350 |
| P6     | \$450 |
| P7     | \$350 |
| P8     | \$350 |
| P9     | \$500 |
| P10    | \$350 |
| P11    | \$450 |
| P12    | \$450 |

# **Beer Cooler Display**

The Beer Cooler display package is designed to give suppliers the opportunity to capitalize on heavy traffic flow through the beer cooler. Depending on the size of the beer cooler this display will range from a footprint (4-5 cases) to a bigger floor display. Floor Display signage will be created and placed on/or next to the footprint. There is one Beer Cooler Display per period. Products will be selected based on impulsiveness, program support, etc. This program is available to all categories.

| Period | TOTAL   |
|--------|---------|
| P1     | \$2,500 |
| P2     | \$2,500 |
| Р3     | \$3,125 |
| P4     | \$2,500 |
| P5     | \$2,500 |
| P6     | \$3,125 |
| P7     | \$2,500 |
| P8     | \$2,500 |
| P9     | \$3,250 |
| P10    | \$2,500 |
| P11    | \$3,125 |
| P12    | \$3,125 |



# **Beer Cooler 4 Shelf Display**

The Beer Cooler 4 Shelf Display is designed to give suppliers the opportunity to capitalize on heavy traffic flow in the beer cooler with the added benefit of having cold space to display their product. This display, with 4 shelves, will be available in 14 of our newly renovated beer coolers with one shelf designated per supplier. Signage will be created and placed on each shelf. Products will be selected based on impulsiveness, program support, etc. This program is available to all categories.

|        | 14 Stores     |         |
|--------|---------------|---------|
|        | Per Store/Per |         |
| Period | Shelf         | TOTAL   |
| P1     | \$100         | \$1,400 |
| P2     | \$100         | \$1,400 |
| Р3     | \$120         | \$1,680 |
| P4     | \$100         | \$1,400 |
| P5     | \$100         | \$1,400 |
| P6     | \$120         | \$1,680 |
| P7     | \$100         | \$1,400 |
| P8     | \$100         | \$1,400 |
| P9     | \$130         | \$1,820 |
| P10    | \$100         | \$1,400 |
| P11    | \$120         | \$1,680 |
| P12    | \$120         | \$1,680 |

| Stores                   |
|--------------------------|
| 2 - Howley Estates       |
| 41 - Stavanger Drive     |
| 7 - Long Pond            |
| 14 - Merrymeeting Road   |
| 22 - Corner Brook Humber |
| 23 - Mount Pearl         |
| 43 - Blackmarsh Road     |
| 10 - Gander              |
| 25 - Happy Valley        |
| 11 - Grand Falls         |
| 60 - Ropewalk Lane       |
| 40 - Bay Roberts         |
| 13 - Carbonear           |
| 20 - Marystown           |



## **Shelf Extenders**

Shelf Extenders are metal shelves that hold up to one case of product at a time and are inserted on the eye level shelf within various categories. This program allows suppliers to merchandise across categories or to highlight a product within a category. Suppliers select from a variety of categories when applying for this program.

| Shelf Extender    | Otv | D1         | D2         | D2         | P4    | DE                | P6    | P7    | P8    | DO.        | P10   | P11   | P12   |
|-------------------|-----|------------|------------|------------|-------|-------------------|-------|-------|-------|------------|-------|-------|-------|
| Cost per Period   | Qty | P1<br>\$25 | P2<br>\$25 | P3<br>\$30 | \$25  | P5<br><i>\$25</i> | \$30  | \$25  | \$25  | P9<br>\$35 | \$25  | \$30  | \$30  |
| Vodka             | 21  | \$525      | \$525      | \$630      | \$525 | \$525             | \$630 | \$525 | \$525 | \$735      | \$525 | \$630 | \$630 |
| Flavoured Spirits | 20  | \$500      | \$500      | \$600      | \$500 | \$500             | \$600 | \$500 | \$500 | \$700      | \$500 | \$600 | \$600 |
| Australia Red     | 19  | \$475      | \$475      | \$570      | \$475 | \$475             | \$570 | \$475 | \$475 | \$665      | \$475 | \$570 | \$570 |
| Canadian Whisky   | 19  | \$475      | \$475      | \$570      | \$475 | \$475             | \$570 | \$475 | \$475 | \$665      | \$475 | \$570 | \$570 |
| Liqueur           | 19  | \$475      | \$475      | \$570      | \$475 | \$475             | \$570 | \$475 | \$475 | \$665      | \$475 | \$570 | \$570 |
| Italy Red         | 15  | \$375      | \$375      | \$450      | \$375 | \$375             | \$450 | \$375 | \$375 | \$525      | \$375 | \$450 | \$450 |
| White/Dark Rum    | 15  | \$375      | \$375      | \$450      | \$375 | \$375             | \$450 | \$375 | \$375 | \$525      | \$375 | \$450 | \$450 |
| Light Rum         | 14  | \$350      | \$350      | \$420      | \$350 | \$350             | \$420 | \$350 | \$350 | \$490      | \$350 | \$420 | \$420 |
| Canada Red        | 11  | \$275      | \$275      | \$330      | \$275 | \$275             | \$330 | \$275 | \$275 | \$385      | \$275 | \$330 | \$330 |
|                   |     |            | •          | •          | •     | •                 | •     | •     | •     | •          | •     | •     |       |
| Canada White      | 10  | \$250      | \$250      | \$300      | \$250 | \$250             | \$300 | \$250 | \$250 | \$350      | \$250 | \$300 | \$300 |
| Italy White       | 10  | \$250      | \$250      | \$300      | \$250 | \$250             | \$300 | \$250 | \$250 | \$350      | \$250 | \$300 | \$300 |
| Chile White       | 9   | \$225      | \$225      | \$270      | \$225 | \$225             | \$270 | \$225 | \$225 | \$315      | \$225 | \$270 | \$270 |
| USA Red           | 8   | \$200      | \$200      | \$240      | \$200 | \$200             | \$240 | \$200 | \$200 | \$280      | \$200 | \$240 | \$240 |
| Australia White   | 7   | \$175      | \$175      | \$210      | \$175 | \$175             | \$210 | \$175 | \$175 | \$245      | \$175 | \$210 | \$210 |
| Scotch            | 7   | \$175      | \$175      | \$210      | \$175 | \$175             | \$210 | \$175 | \$175 | \$245      | \$175 | \$210 | \$210 |
| Chile Red         | 6   | \$150      | \$150      | \$180      | \$150 | \$150             | \$180 | \$150 | \$150 | \$210      | \$150 | \$180 | \$180 |
| France Red        | 5   | \$125      | \$125      | \$150      | \$125 | \$125             | \$150 | \$125 | \$125 | \$175      | \$125 | \$150 | \$150 |
| Argentina Red     | 4   | \$100      | \$100      | \$120      | \$100 | \$100             | \$120 | \$100 | \$100 | \$140      | \$100 | \$120 | \$120 |
| USA White         | 4   | \$100      | \$100      | \$120      | \$100 | \$100             | \$120 | \$100 | \$100 | \$140      | \$100 | \$120 | \$120 |
| France White      | 3   | \$75       | \$75       | \$90       | \$75  | \$75              | \$90  | \$75  | \$75  | \$105      | \$75  | \$90  | \$90  |
| Argentina White   | 2   | \$50       | \$50       | \$60       | \$50  | \$50              | \$60  | \$50  | \$50  | \$70       | \$50  | \$60  | \$60  |



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|----------------------------------|----------------------|------------------------|---------------|-----------------|------------|--------------|-----------|--------------------|------------|--------------|-----------|-------------|----------------|------------------|-----------------|-------------------|-----------|----------------|---------|--------|-------|
|                                  |                      |                        | ×             | ^               | ×          | ×            |           | ×                  |            |              | ×         | ^           | ×              | ×                | ×               | ×                 | ×         | ×              | ×       | ×      | ×     |
| eo - Ropewalk Lane               |                      |                        | ×             |                 |            |              |           |                    |            |              |           |             |                |                  | ×               | ×                 |           | ×              | ×       |        | ×     |
| 49 - Kelsey Drive                |                      |                        | ×             |                 | ×          | ×            |           | ×                  | ×          |              | ×         | ×           | ×              | ×                | ×               | ×                 | ×         | ×              | ×       | ×      | ×     |
| 43 - Blackmarsh Road             |                      |                        | ×             | X               | X          | X            |           | X                  | X          | X            | X         | ×           |                |                  | X               | X                 | X         | ×              | ×       |        | ×     |
| 42 - Pearlgate Plaza             | ×                    | ×                      |               |                 |            |              |           | X                  |            |              | X         |             |                |                  |                 | X                 |           |                | ×       |        | ×     |
| 41 - Stavanger Drive             |                      |                        | ×             | ×               | ×          | ×            | ×         |                    |            | ×            | ×         | ×           | ×              |                  | ×               | ×                 |           |                | ×       |        | ×     |
| 40 - Bay Roberts                 |                      |                        | ×             |                 | ×          | ×            |           |                    |            |              |           |             |                |                  | ×               | ×                 | ×         | ×              | ×       |        | ×     |
| 33 - Topsail Road                |                      |                        | ×             |                 | ×          |              |           |                    |            |              | ×         | ×           |                |                  |                 | ×                 | ×         |                |         |        | ×     |
| 25 - Happy Valley                |                      |                        | ×             |                 |            |              |           |                    |            |              | ×         |             |                |                  | ×               | ×                 | ×         | ×              | ×       |        | ×     |
|                                  |                      |                        |               |                 |            |              |           |                    |            |              |           |             |                |                  |                 |                   | ^         |                |         |        |       |
| liseaf Jount Pearl               |                      | ×                      | ×             | ×               | ×          | ×            | ×         | ×                  | ×          | ×            | ×         | ×           | ×              |                  | ×               | ×                 |           | ×              | ×       |        | ×     |
| 22 - Corner Brook Humber Gardens |                      |                        | ×             |                 |            | ×            | ×         | ×                  | ×          |              | ×         | ×           | ×              |                  | ×               | ×                 | ×         | ×              |         | ×      | ×     |
| 20 - Marystown                   |                      |                        | ×             |                 |            |              |           |                    |            |              |           |             |                |                  | ×               | ×                 | ×         | ×              | ×       |        | ×     |
| 16 - Clarenville                 |                      |                        |               | ×               |            |              |           |                    |            |              |           |             |                |                  | ×               | ×                 | ×         | ×              | ×       | ×      | ×     |
| 14 - Merrymeeting Road           |                      |                        | ×             |                 | ×          | ×            | ×         | ×                  |            |              | ×         | ×           | ×              | ×                | ×               | ×                 |           | ×              | ×       | ×      | ×     |
| 13 - Carbonear                   |                      |                        | ×             |                 |            |              |           |                    |            |              | ×         |             |                |                  | ×               | ×                 | ×         |                | ×       |        | ×     |
| 12 - Labrador City               | Г                    |                        | ×             |                 |            |              |           |                    |            |              |           |             |                |                  | ×               | ×                 |           | ×              | ×       |        | ×     |
| 21 - Grand Falls                 |                      |                        | ×             | ×               |            |              |           |                    |            |              | ×         |             |                |                  | ×               |                   | ×         |                | ×       |        | ×     |
| 19 - Gander                      |                      |                        | ×             |                 | ×          |              |           |                    |            |              | ×         |             |                |                  | ×               | ×                 |           |                | ×       |        | ×     |
| 8 - Stephenville                 |                      |                        | ×             |                 |            |              |           |                    |            |              |           |             |                |                  | ×               | ×                 |           | ×              | ×       |        | ×     |
| bnoq gno1 - 7                    |                      |                        |               |                 |            |              |           |                    |            |              |           |             |                |                  |                 |                   |           |                |         |        |       |
|                                  | ×                    |                        | ×             | ×               | ×          | ×            | ×         | ×                  |            |              | ×         | ×           | ×              |                  | ×               | ×                 | ×         | ×              | ×       | ×      | ×     |
| 6 - Port aux Basques             |                      |                        | ×             |                 |            |              |           |                    |            |              |           |             |                |                  |                 |                   | ×         |                |         |        |       |
| 2 - Howley Estates               | ×                    |                        |               |                 | ×          | ×            | ×         | ×                  | ×          |              | ×         | ×           | ×              | ×                | ×               | ×                 | ×         | ×              | ×       | ×      | ×     |
| Quantity                         | 4                    | 2                      | 19            | 7               | 11         | 10           | 9         | 6                  | 5          | 3            | 15        | 10          | 8              | 4                | 19              | 20                | 14        | 15             | 19      | 7      | 21    |
| ender                            | ia Red               | <b>Argentina White</b> | Bed 8         | Australia White | Sed        | White        | p         | hite               | pa         | Vhite        | _         | ite         | _              | ite              | Canadian Whisky | Flavoured Spirits | m         | White/Dark Rum |         |        |       |
| Shelf Extender                   | <b>Argentina Red</b> | gentin                 | Australia Red | ıstrali         | Canada Red | Canada White | Chile Red | <b>Chile White</b> | France Red | France White | Italy Red | Italy White | <b>USA Red</b> | <b>USA White</b> | nadia           | avoure            | Light Rum | 'hite/D        | Liqueur | Scotch | Vodka |
| Sh                               | A                    | A                      | A             | A               | ర          | ర            | Ö         | Ö                  | Ŧ          | F            | Ħ         | 쁄           | Š              | Š                | ర               | Ĭ                 | Ę         | 3              | Ĕ       | S      | ×     |

## AIR MILES® reward miles Program

NLC offers one (1) base AIR MILES® Reward Mile<sup>TM</sup> with every \$30 purchase before tax and bottle deposit. In addition to this, suppliers can offer Bonus AIR MILES® Bonus Miles<sup>TM</sup> on selected products. There are several types of AIR MILES offers including:

### **Regular AIR MILES Bonus Miles**

A regular Bonus Miles offer is a **single SKU offer** such as "Earn X Bonus Miles when you purchase Y units of SKU Z"

Shelf Label Example:



### **Bundled AIR MILES Bonus Miles**

There are various types of AIR MILES bundles that allow suppliers to offer Bonus Miles with the purchase of multiple SKU's. They are as follows:

#### **Bonus Miles Bundle Regular**

- Purchase multiple units from a list of products and earn X Bonus Miles
- Example: Buy any 2 units of the ABC brand family (more than one sku) and earn
   20 Bonus Miles

Shelf Label Example:



#### **Bonus Miles Bundle Tiered**

- This is a **2-3** tiered program where the number of Bonus Miles is incremental to the number of units purchased within a brand family
- The number of Bonus Miles per unit increases as the customer buys more
  - o Can run on one product and up to as many as six products
- Example: Buy 1 unit of brand ABC and earn 5 Bonus Miles

Buy 2 units of brand ABC and earn 12 Bonus Miles Buy 3 units of brand ABC and earn 20 Bonus Miles

Shelf Label Example:





Offer Ends: 1 October 2022 ML: 750

Tommasi Surani Heracles IGT Sku 15104 \$21.48 Tommasi Surani Arthemis Fiano Sku 18194 \$19.99

### **Bonus Miles Bundle Combo (Buy All)**

- This bundle allows suppliers to bundle products within multiple brand families. This offer requires the customer to purchase one unit of all SKU's included in order to get the offer. Maxmium of 8 SKU's.
- Example: Buy product A & product B and earn 20 Bonus Miles

### **Bonus Miles Bundle (AND)**

- With this bundle suppliers choose a required product (anchor product) that customers need to purchase with any combination of other qualifying products. Ideally, the anchor product would be the higher volume sku to help get those customers to purchase more products from the list. Maxmium of 6 SKU's.
- Example: Buy product X AND product Y OR product Z and earn 20 Bonus Miles

### Shelf Label Example:



### **AIR MILES® Requirements**

### The cost per Air Mile is \$0.33.

- NLC reserves the right to limit the number of Bonus AIR MILES® promotions for any period
- All Air Miles promotions are subject to Category approval
- Bonus AIR MILES® reward miles may be offered in conjunction with Special Savings or Value-add programs but this will be subject to Category approval
- Below are the suggested minimum Bonus AIR MILES® reward miles that can be awarded based on price.

| Retail Price      | Bonus Miles |
|-------------------|-------------|
| Under \$10.00     | 2-3         |
| \$10.00 - \$14.99 | 4-5         |
| \$15.00 - \$19.99 | 5-6         |
| \$20.00 - \$24.99 | 6-7         |
| \$25.00 - \$29.99 | 7-8         |
| \$30.00 - \$34.99 | 8-9         |
| \$35.00 and up    | 9+          |

# AIR MILES® "Pick 6" Program

The AIR MILES "Pick 6" program is a Bundled Bonus Miles program designed to drive sales of all categories. The "Pick 6" program will be highlighted near the Cooler Doors in all stores via stands which hold posters commincating the offer. Footprints of the product(s) will be positioned next to these stands. Footprint signs as well as shelf cards will also be printed communicating the offer.

The cost to particiapte in this program is \$2,500 plus the cost of the Bonus Miles issued. Any Agents/Suppliers interested in participating in this program should contact the Category Manager to discuss acceptance and impletmentation







## **Mega Deals**

Mega Deals provide suppliers with an opportunity to feature big AIR MILES® Bonus Miles™ or SAVE offers on their products for a short period of time to help drive sales during high-traffic weekends. In order to encourage big offers the cost of the Bonus Miles fee will be reduced from the current \$0.33 per mile to \$0.28. There will be no Special Savings fee applied to any SAVE offers.

Mega Deals products will be featured on the NLC website, social media, e-newsletter, in-store posters, shelf cards & floor display signs and radio.

| Easter Week: April 5 – 9, 2023                           |
|--|
| Mother's Day Weekend: May 11 – 14, 2023                  |
| Victoria Day: May 18 - 21, 2023                          |
| Father's Day Weekend: June 15 – 18, 2023                 |
| Canada Day Week: June 25 -July 1, 2023                   |
| Labour Day Weekend: August 31 - September 3, 2023        |
| Thanksgiving Weekend: October 5 - 8, 2023                |
| Halloween Week: October 26 - 31, 2023                    |
| Black Friday: November 24, 2023                          |
| Holiday Door Crashers #1: November 30 – December 1, 2023 |
| Holiday Door Crashers #2 December 7 – 8, 2023            |
| Holiday Door Crashers #3 December 14 – 15, 2023          |
| Boxing Week: December 27 – 31, 2023                      |
| Super Bowl Weekend: February 8 - 11, 2024                |
| Valentine's Super Specials: February 9 - 14, 2024        |
| St. Patrick's Day Week: March 11 - 17, 2024              |
| Easter Week #2: March 27 - 31, 2024                      |

Suppliers may apply for an exclusive Door Crasher event throughout the year outside of the scheduled promotions above. Subject to Category approval.

Below are the suggested minimum Bonus Miles that can be awarded based on price for Mega Miles/holiday events:

| Retail Price      | Bonus AIR<br>MILES®<br>reward miles |
|-------------------|-------------------------------------|
| Under \$10.00     | 5-10                                |
| \$10.00 - \$14.99 | 10-15                               |
| \$15.99 - \$19.99 | 15-20                               |
| \$20.00 - \$24.99 | 20-25                               |
| \$25.00 - \$29.99 | 25-30                               |
| \$30.00 - \$34.99 | 30-35                               |
| \$35.00 and up    | 35+                                 |





# AIR MILES® eCampaign

The AIR MILES eCampain program allows AIR MILES to target a specific group of customers and either send them an exclusive AIR MILES offer through the AIR MILES email channel or promote an existing instore AIR MILES offer through the AIR MILES email channel. NLC will provide the creative for this program. The cost is \$70 per thousand with a minimum deployment fee of \$875 (which equates 12,500 collectors). Please contact the applicable Category Manager with interest in participation.









## **AIR MILES® Swipe-to-Win Contests**

These contests are great investments as they provide added incentive to the consumer to choose your product. NLC provides in-store shelf card signage and display space to promote these contests. All contests are also featured on the Deals & Giveaways Section of nlliquor.com, which is one of the top visited pages on our website, with over 2000 average visitors per month. The cost of participating in a Swipe-to-Win contest is \$500 per contest. The supplier must also provide all prizing for the contest. Contact your category coordinator to plan your Swipe-to-Win Contest.





# Other AIR MILES® Opportunities

**AIR MILES® National Campaigns** – AIR MILES sponsored programs that showcase NLC Brands in an AIR MILES coalition-wide promotion. Includes gaming and/or guaranteed AIR MILES prizes based on collector purchase behaviour across all sponsors.

Communication can include any of the AIR MILES communication tools including, print (collector updates, posters and flyers), digital (enews, emails, airmiles.ca and mobile push notifications) and social (Facebook, Twitter and Instagram).

E-coupons on airmiles.ca - Bonus AIR MILES® offered on www.airmiles.ca

**Ad HOC Events** – local opportunities initiated by the NLC. Coalition coupon sheets to promote new store openings, renovations, etc. that are distributed through participating sponsor locations.

Let us know if you have any new ideas of how to effectively promote your brands to AIR MILES collectors.

Please contact the applicable Category Manager with interest in participation.

#### 1 to 1 E-Mail Banners

1:1 is an E-mail program through NLC's partnership with AIR MILES® that uses their precision engine. This program takes all of the offers that are on AIR MILES at the NLC in a given period, and delivers them to customers based on past purchase behavior, brand and category preferences, upsell and other parameters co-designed by NLC and AIR MILES. This results in NLC customers getting offers that are most relevant to them. These E-Mails are sent to NLC customers who are considered "engaged" and "active" collectors. NLC has approximately 48,000 customers who meet these criteria.

This program began in August of 2021 and has experienced continuous improvement in results. Below are the average results of these e-mail deployments over the past 12 months.

| Open Rate | Response Rate | Avg. # of Recipients |
|-----------|---------------|----------------------|
| 51.4%     | 3.6%          | 48,281               |

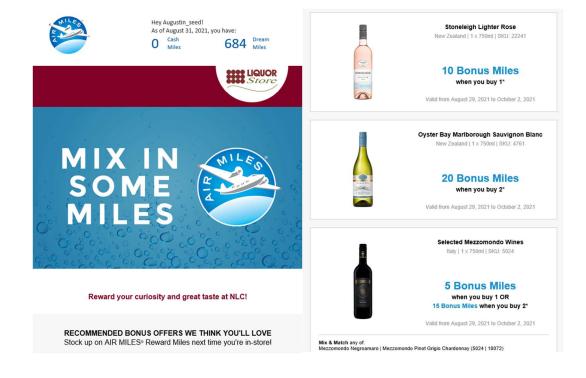
In addition to the personalized offers in the 1:1 E-Mail, there is also the opportunity to highlight exclusive or mass offers in these e-mails in the form of hero or secondary banners. These banners can also be used to highlight a new product launch, reward existing customers, encourage new customers to try your products and more. The cost of these banners is below.

Hero Banner – 1200px X 1080px - \$1,100

Secondary Banner – 1200px X 540px - \$400







# **Special Savings**

The Special Savings program is designed to highlight products that suppliers have selected to reduce in price in both Corporate Liquor Stores and Liquor Express Stores.

#### **Guidelines:**

- There is no limit to the number of Special Savings permitted per SKU
- SKUs with glass and PET formats (same ml size) must have the same discount applied
- Suppliers will be responsible for the full discount amount
- Final retail pricing with discount applied must not go below NLC floor price policy
- Discount should be at least 5% of the final retail price
- All savings amounts will be applied to base retail

Please note that all Special Savings programs are subject to Category Management approval. This program will cost the Supplier \$400 per SKU (unless it meets the premium price points below) in addition to the full discount amount x units sold in the given period.

#### **Special Savings-Premium**

Premium and Super Premium Spirits and Wines will not subject to the \$400 LTO fee.

| ML Size | 750        |  |  |
|---------|------------|--|--|
|         | equivalent |  |  |
| Wines   | \$34.99    |  |  |
| Spirits | \$42.99    |  |  |

#### **Special Savings – Reduced FOB:**

Reduced FOB offers may be considered for deep discounts (minimum 20%) on high volume promotions and will be at the discretion of Category. All reduced FOB offers are required to meet 80% depletion rate, based on forecast agreed upon between Category and Supplier. If the depletion rate is less than 80%, an LTO will automatically be booked to occur within the following 3 periods to deplete excess inventory. The \$400 fee per SKU for Special Savings are applied to reduced FOB offers as well.

#### Value Add

The Value Add program provides suppliers the opportunity to increase sales by attaching a bonus item to a regular listing.

#### Guidelines:

- Value add product must be different than the host product with the exception of 1750ml and larger formats
- 200ml value adds are only to be applied to 1750ml and larger formats
- Suppliers will be approved for a minimum of 100% of the units sold of the host product
  in the same period last year. For products on display the minimum would be 120% up to
  a maximum of 150% of units sold in the same period last year. If the value add program
  on your display is the only support program for the brand you must submit 150% of the
  units sold in the same period last year
- Category Management will distribute these value adds to Corporate Liquor Stores and Liquor Express locations based on sales
- Liquor value adds will not be offered in conjunction with either LTO offers or Air Miles
- 5% of the value adds will be set aside at the NLC warehouse for sales reps to pick up
- Sales representatives are not permitted to apply value adds in Corporate Liquor Stores but can in Liquor Express stores (for approved programs)
- Value Adds should have no UPC (if the value add item is a current listing) and be clearly marked "not for resale"
- Shipments should be clearly marked "Value Add Item", description of the item as well as the promotional period the items are intended to be executed
- All value add items and attachment mechanisms need to be shipped to the NLC warehouse 6 weeks prior to the start of the promotional period to the below address.
   Supply Chain will not issue POs for any promotional items nor will accept promotional items added to regular inventory orders

**Value Add Shipping Address:** 

NLC Main Distribution Center 300 East White Hills Road St. John's, NL A1A 5J7

| Category       | Price Level                    | Value-Add Size | Mark-up Fee | NLC Admin<br>Fee | TOTAL  |
|----------------|--------------------------------|----------------|-------------|------------------|--------|
| Spirit -       | Premium and _<br>Super Premium | 50 ml          | \$0.50      | \$0.22           | \$0.72 |
|                |                                | 200 ml         | \$2.38      | \$0.22           | \$2.60 |
|                | Economy -                      | 50 ml          | \$0.82      | \$0.22           | \$1.04 |
|                |                                | 200 ml         | \$2.38      | \$0.22           | \$2.60 |
| Wine           | All -                          | ≤ 200ml        | \$1.00      | \$0.22           | \$1.22 |
|                |                                | ≤ 250ml        | \$1.37      | \$0.22           | \$1.59 |
| Ready-to-Drink | All                            | ≤ 355ml        | \$0.85      | \$0.22           | \$1.07 |
| Non-Alcohol    | All                            | N/A            | No Mark-up  | \$0.22           | \$0.22 |
| Beer           | All                            | ≤ 355ml        | \$0.67      | \$0.22           | \$0.89 |

Please note suppliers can apply to do an "Express Only" value add program. This is ideal for when a supplier wants to promote a brand in the Express channel when there is an Air Miles offer executed in the Corporate Liquor Store channel. This should be clearly noted in Value Add description or an e-mail sent to the applicable Category Coordinator to ensure proper Liquor Express execution.

The **Near Pack** program is a non-alcohol value add program that provides suppliers with the opportunity to increase sales by placing a bonus item (no attachment mechanism) next to a product or made available at cash. Product must have an approved display or footprint during the period. Please ensure to state "near pack" in the description in ePAC when applying for non-alcohol value adds with no attachment ring.



# **Buy One Get One**

The Buy One Get One Program allows suppliers to use active listings as value add items to drive sales of the host item. An example of a Buy One Get One program would be "Buy a case of X brand beer and receive a FREE can of X brand cider". A Buy One Get One item is not attached to the host product, but instead is positioned next to it in store. Buy One Get One programs need to have a display (Corporate Liquor Store Display or Feature Radius Display) in order to be approved. The cost of this program is the landed cost of the product + mark-up + bottle deposit multiplied by the units given away in the promotion.



## **Consumer Sampling**

#### <u>Corporate Liquor Store Sampling Events – Run by NLC Staff</u>

- 4:00-7:00PM Friday and 3:00-6:00PM Saturday
- NLC staff will conduct these sampling sessions. If a Product Knowledge Consultant is available, he or she will conduct the sampling.
- All stores are encouraged to participate but the top 15 stores are required to participate and provide an additional staff member to execute the sampling during the sampling times.
- Suppliers can offer an incentive/prize to the top store(s). Traditionally, these incentives/prizes are based on OTC litre sales or % of transactions
- Sales results will be shared with the Supplier following the sampling weekend.
- Cost: \$26 per hour x 3 hours per day x 2 days x 15 stores = \$2,340 plus landed cost for the product sampled.

Suppliers are to apply for this sampling program in ePAC.

Sampling Events run by the Supplier are <u>not</u> to be applied for in ePAC. Please contact <u>Courtney.perry@nlliquor.com</u> to book sampling dates and times.

#### **Corporate Liquor Store Sampling Events (Run by Supplier)**

NLC offers suppliers the opportunity to sample products with customers and staff in both Corporate Liquor Stores and Liquor Express stores. For all product sampling events the maximum permitted serving size is as follows:

Wine/Ready-to-Drink/Beer: 1 ounce (30ml)

Liqueur/Spirits: ½ ounce (15ml)

Mixed Drinks: ¼ ounce (7.5ml) alcohol to ¾ ounce (22.5ml) of non-alcoholic mix

#### **Corporate Liquor Store Sampling Fee:**

25 Sessions: \$300.00

50 Sessions: \$400.00

Unlimited: \$600.00

There will be a maxmium of two sampling events per store at any given time and a supplier is permitted to sample a maximum of two products at a time. Each sampling event is a 3 hour session. In the case where there are two products being offered for tasting, the demonstrator must ask which product the consumer would like to taste. If the consumer would like to try both, then ½ ounce (15ml) of each can be sampled.

Suppliers/Agents must purchase the product for sampling at the store in which the tasting will occur. It is not permitted to bring product into the store for samplings. Products purchased for in-store sampling events will be at landed cost and will need to be paid for at the end of the sampling session.

For all tasting events the supplier/representative and company are responsible:

- To provide properly trained personnel who are 19 years of age or older and are knowledgeable of the product(s). The supplier is required to ensure that personnel have been trained and are knowledgeable of NLC tasting procedures. In order to take part in the sampling program all servers must comply with the following policies and procedures:
- Review of the Check 25 Program
- Liabilities Waiver to be signed by Company Sales Representative and all secondary parties hired to perform samplings
- All Samplers must be HNL Certified or be a registered Liquor Agent in Newfoundland and Labrador and have at least five (5) years experience
- To act in a professional manner at all times, dressed in business attire and wearing a company identification name tag.
- To ensure that the content of an individual serving offered to a customer does not exceed the maximum serving.
- To supply the paper napkins, sampling cups (with identified one and two ounce markings), paper cups (to act as spittoons), and refuse containers, a supply of fresh water and to be responsible for the maintenance and cleanliness of the tasting area. (Some NLC stores do have tasting tables available)
- To provide display material (including posters, show cards, danglers, backer cards, branded umbrellas, display bins, etc.) to highlight products being tasted.
- To provide recipe cards and/or other brochures specific to their product line.
- To contact the manager and provide any unused product at the end of the tasting event (see the store manager if tasting is to be continued the next day).
- To ensure the customer samples the product at the tasting booth and to be responsible for taking back the tasting glass from the customer when sampling is completed. No sample is to be taken out of the store.
- To ensure customers are permitted only the allowable serving per demonstration area.
- To monitor the supply of opened liquor at all times.
- To monitor sampling and safeguard against a minor or intoxicated person sampling product.
- To be solely responsible for any and all liability arising as a result of a tasting.
- To ensure all provisions under the Liquor Control Act are adhered to. NLC also strongly encourages demonstrators to avail of the NLC Server Intervention Training Program.

#### **Social Responsibility**

Staff Tasting Event must not occur on or within view of the sales floor.

Recommended areas are in the back shop or staff room with the sales representative present. Manager/Assistant is to oversee tasting event.

Store Managers/Staff are responsible:

- To ensure satisfactory inventory levels on all product being sampled. Suppliers are encouraged to contact store managers prior to any in-store tasting to verify in-store inventory levels.
- To ensure Sampler follows Check 25 program throughout the Consumer Sampling Event.
- To ensure suppliers/representatives conduct themselves in a professional manner at all times by:
  - Not serving minors or intoxicated persons.
  - Serving the appropriate sample sizes.
- Disposing of leftover product.
- Ensuring the supplier has recipe cards and/or other brochures specific to his/her product line.
- Ensuring the supplier/representative wears a name and company identification tag.
- Ensuring the supplier/representative is positioned in a highly visible area of the store in order to maximize sales during the tasting.
- To ensure the defined time frame for a tasting event is strictly adhered
- To ensure no staff member samples product during the public tasting.

#### Disposal

Wines are to be disposed of down the sink by the taster. This must be completed daily at the end of each sampling session.

Spirits are to be disposed of down the sink by the taster. This must be completed at the end of each sampling event.

All unopened product must be disposed of by the store manager.

#### **Storage**

All sampling product must be stored in the general office.

At no time is there to be opened alcoholic beverages stored in staff room/refrigerator or permitted to leave the store premises.

#### **Cancellations**

All cancelation must be communicated 24 hours prior to the consumer tasting event. Any cancelations or missed tasting events will be subject to a \$25 penalty fee.

For more information on the Sampling Program, please contact the applicable Category Manager.

## **Catalogue Advertising**

NLC produces 4 seasonal promotional product catalogues throughout the year.

- 70,000 copies printed
- 50,000 copies distributed through The Telegram and 10 other Community papers province-wide
- Digital *flipbook* version of catalogue hosted at nlliquor.com, supported by 400,000 plus digital impressions delivered via:
  - ✓ thetelegram.com and other regional papers' websites in the Saltwire network;
  - √ nlliquor.com;
  - ✓ NLC facebook, twitter and Instagram;
  - ✓ NLC e-blast to 16,000 customers.

20,000 copies displayed in Liquor Stores throughout Newfoundland and Labrador



# Cover Samples



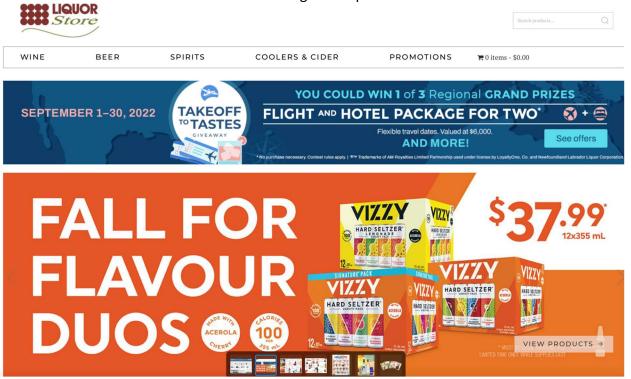
# Article Samples



## Leaderboard Ad on thetelegram.com



#### Advertising on nlliquor.com



Please contact Category Managers to discuss Catalogue investment.

#### Social Media

NLC's social media channels (Facebook, Twitter and Instagram) are followed by approximately 42,000 users (2021) and continue to grow. Paid social media campaigns for Feature Brand, Mega Deals and other promotions ensure that a much broader audience is reached. These campaigns can also be tailored to be delivered to your brands target demographic.

For Budget purposes, this program can be applied under the "Ad Hoc Advertisisng" bucket in ePAC Budget Manangement. For additional details and cost, please contact the applicable Category Manager.

NLC's Marketing team develops creative and copy which follows industry best practices and reflects its experience in the field. Leveraging current events, weather, dates of significance and holidays ensures posts remain relevant and interesting, and continue to gain exposure for programs and partners.

While NLC will continue to include partner brands in advertising campaigns and posts, paid options are available to gain added exposure, including paid Facebook promotions, facebook offers and contests. Customized campaigns based on targeted audience and objectives are available, with NLC's Marketing team available to assist with developing, executing and reporting on campaigns.

#### **NLC Liquor Store NLC Liquor Store** Sponsored · \* Sponsored · \* Mix Up the Savings Mix Up the Savings NLLIQUOR.COM NULIQUOR COM Extra Miles? That's Refreshing! SHOP NOW Wines OVER 90 Points UNDER \$20 Shop Now Get 25 Bonus Miles when you buy t... Save up to \$2.00 ea. on select Wines 2 Shares **10** Like Share Comment Like Comment ⇔ Share

#### Illustration - Boosted Post

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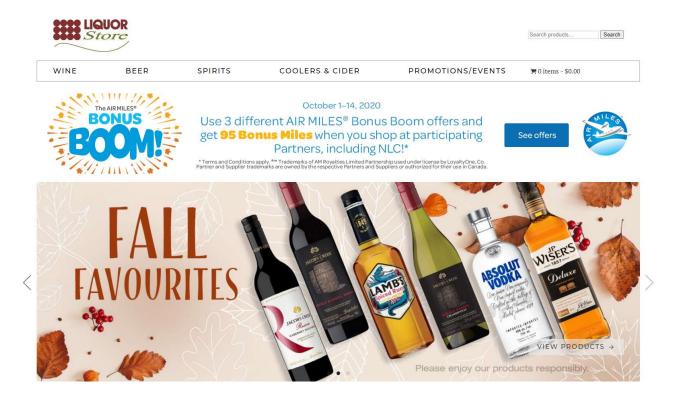
#### **NLC Web-Based Advertising**

Nlliquor.com is NLC's online home for product listings and promotions. Hero images are the primary focus of all customers upon visiting the website, commanding a dominant presence on-screen. Category banners appear at the top of product search results pages and offer an opportunity to showcase your brand to engaged and motivated customers – who are already shopping within your category!

Nlliquor.com is now mobile-friendly, with a majority of visitors (70%+) viewing the site from mobile devices. With online 'add-to-cart' functionality now available to encourage a streamlined path to purchase, advertising on Nlliquor.com provides an effective promotional opportunity. To learn more about the engagement and traffic these opportunities create on our website, please contact your Category Manager.

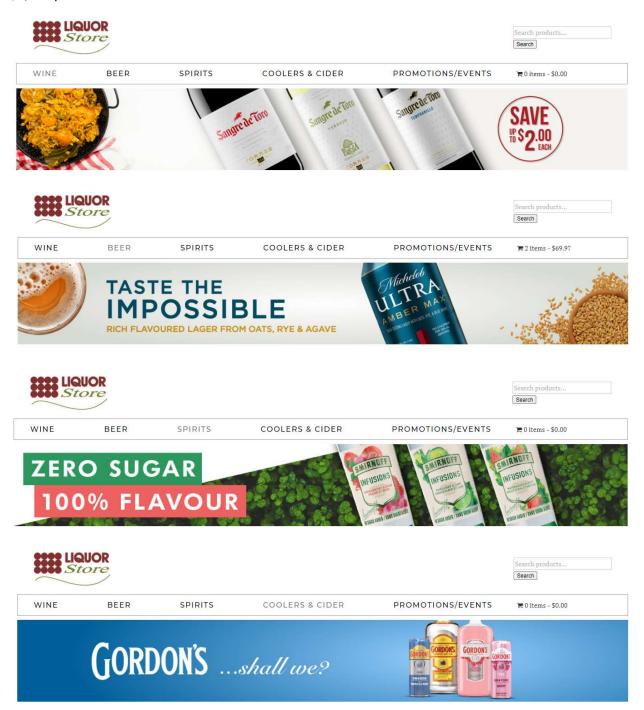
Suppliers may provide finished artwork, provided it meets NLC's specifications and standards or may enlist the help of NLC's in-house creative team. Contact your Category Manager for details.

**Hero Banners** – Featured on the homepage of nlliquor.com. Cost is \$3,000 (Can be shared over multiple brands)



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**Category Banners** – Featured on the Wine, Beer, Spirits and Coolers & Cider pages on the website. Cost \$1,000 per ad.



Please contact Category Managers to discuss NLC Web-Based Advertising investment.

#### Just Arrived

The Just Arrived program is designed to highlight new products on the shelves of NLC Corporate Liquor Stores. This program is not applied for via ePAC as NLC will automatically provide all new products with a Just Arrived shelf tag in the month following its release. The text on the shelf tag will include the tasting notes provided by the Supplier/Agent on the product listing application. The shelf tag will remain up for one full sales period. In the event that the new product has additional program support in that period the product will have an "Air Miles" or "Special Savings" shelf tag in place of the "Just Arrived" tag. The charge for this program is \$250 per SKU for economy and premium products and \$100 per SKU for super premium products.



# **JUST ARRIVED**

Criollo Choc. Sea Salt Caramel

•

16<sup>99</sup>

SKU: 15325 ML: 375

A well-balanced blend of butterscotch, caramel and toffee with pleasant undertones of decadent sweet chocolate. Its rich buttery silkiness is complemented by subtle hints of roasted nuts and a touch of sea salt.

# Top Tier

This program is designed to highlight products on the shelves of NLC Corporate Stores that have received top scores, ratings, awards as well as competition placement via influential publications and critics.

This program is currently free of charge (no budget necessary).



1792 Small Batch Bourbon

United States | 750 mL | SKU:17939

GOLD MEDAL -WORLD WHISKIES AWARDS

\$52.97

